FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00029847-A **Type of Permit:** FILMING **Release Date:** 07/27/2010

Production Company DNA INC

Insured Company Name DNA INC
Contact Phone No. 1 323-463-2826
Contact Phone No. 2 323-436-2826
Fax 323-463-2535
Address 6535 SANTA MONICA BLVD, #B
HOLLYWOOD, California 90038

Production Title JENNY CRAIG

Type of Production Commercial - Standard

Producer BRETT MARX

Director THOMAS KLOSS

1st AD N/A N/A

Production Manager LISA COWAN

FilmL.A. Coordinator Hans Groszkruger

Location Manager PATRICK REINOSO
Primary Phone Mobile - 818-606-3081
Secondary Phone Office - 323-463-2826

Location Assistant N/A N/A
Primary Phone Mobile - 555-555-5555
Secondary Phone

Fees

FILMLA FILM PERMIT RIDER FEE $100.00

Total Permit Fee $100.00

Number of Locations 1

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Summary Information — Location

Permit Number F00029847-A
Production Company DNA INC
Insured Company DNA INC
Production Title JENNY CRAIG

Location Manager PATRICK REINOSO
Primary Phone Mobile - 818-606-3081
Secondary Phone Office - 323-463-2826

Location Address 7103 Westward Beach Rd, Malibu, CA, 90265

Location Name POINT DUME / WESTWARD BEACH

Location Type Beach

Location Description POINT DUME / WESTWARD BEACH

Prep Dates 7/27/2010 - 7/27/2010 07:00 - 12:00

Film Dates 7/27/2010 - 7/27/2010 12:00 - 22:00

Open or Closed to the Public Open

Generic Conditions
All Vehicles must be parked legally.
Must comply with attached Beaches and Harbors Conditions
No Cast and Crew parking on areas streets.
No interference with vehicular or pedestrian traffic
No Parking in handicap spaces at anytime.

Please see attached documents
Patrick Reinoso DNA Letter971.pdf
BEACHES and HARBORS POINT DUME-WESTWARD CONDITIONS Dec 2009.pdf
COUNTY PARKING LOT GUIDELINES.pdf

Equipment on Location

Type	Quantity
5 or 10 ton trucks	4
Cast/Crew vehicles	40
Cube Trucks	4
Generator	1
Motor Homes	1
Picture vehicles	5
Vans	2

Personnel on Location

Type	Quantity
Cast	5
Crew	100
Extras	20

Filming Activities dialogue in parking and on sand. prop boardwalk scene, vendors, kids on skate boards. 5 static picture cars in parking lot; dog;

Jurisdiction **Political:** Los Angeles County - Supervisor District 3 **Police:** Los Angeles County Sheriff **Fire:** Los Angeles County

Thomas Guide **Page:** 667 **Grid:** E5

Location Notes
Must comply with attached Beaches and Harbors conditions
The City of Malibu Requires a fee on LA County Beaches within the City of Malibu.
Dual permit required with City of Malibu
Must contact PCI directly re: parking requirements and activities on PCI property
No filming, staging or parking in red zone cul-de-sac. It is for emergency access only
No parking, blocking or staging in handicap spaces, meters, electric charging stations or Pay and Display machines
All production companies must contact parking management prior to film date and make arrangements for parking, payments and staffing (see parking lot guidelines attached). All production vehicles must display a parking receipt on dashboard of vehicles and must only enter lots during approved/authorized dates and

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Summary Information — Location

Permit Number	F00029847-A	**Location Manager**	PATRICK REINOSO
Production Company	DNA INC	Primary Phone	Mobile - 818-606-3081
Insured Company	DNA INC	Secondary Phone	Office - 323-463-2826
Production Title	JENNY CRAIG		

times. Failure to display parking receipts on dashboard of vehicle or unauthorized entry will result in a parking citation.

Approvals LOS ANGELES COUNTY DEPARTMENT OF BEACHES & HARBORS — Marisol Camey

Coordinator Note The filming allowed under this permit shall not include promotional material, which implies endorsement by Department of Beaches & Harbors, nor can it depict identifiable Beach features or structures, which convey that implication

Coordinator Note Dog must be with trainer, on leash and off sand when not in shoot. Production must clean up dog waste from sand immediately

Coordinator Note NO DRIVING SCENES ON SAND. NO WATER ACTIVITY

Coordinator Note RIDER "A" ADDS TAPING OVER RED ZONES

Parking

Base Camp
Location Type : LA County Parking lot
Street : 120 spaces, at the "lifeguard operations bldg" south, 60 spaces on each side

Crew Parking
Location Type : LA County Parking lot
Street : 120 spaces, at the "lifeguard operations bldg" south, 60 spaces on each side

NO PERMIT

Special Filming Conditions for Los Angeles County Beaches

POINT DUME/WESTWARD BEACH

The Special Filming Conditions described below will be included in the terms and conditions of permits issued for filming in this area and are in addition to the standard terms and conditions applicable to filming permits generally. While these Special Filming Conditions will be included as terms if a permit for filming in this area is issued, they are not intended to, and do not, establish the criteria or standards for determining whether or not a particular permit (or permits) will be issued for this area. The decision whether or not a particular permit (or permits) will be issued is vested in the discretion of the appropriate City or County department or their designees (including FilmL.A., Inc.), to be exercised consistent with public health, safety and general welfare, and applicable land-use ordinances.

These conditions have been drafted by the Los County Department of Beaches & Harbors to help facilitate filming on Los Angeles County Beaches.

- No parking, blocking or staging in handicap spaces, meters, electric charging stations or Pay and Display machines
- No trucks larger than 40 ft will be allowed in parking lot.
- May not interfere with lifeguard or maintenance activities at any time.
- May not interfere with scheduled beach activities or special events.
- May not block public or emergency access at any time.
- Companies must make parking arrangements for parking in LA County parking lots through Parking Concepts, Inc (PCI) prior to first film date. Sign removal in LA County parking lots is prohibited.
- **Lifeguard towers must be indicated on permit.**
- No animals allowed unless prior approval from Beaches & Harbors and FilmL.A. and indicated on permit. *All dogs must remain on leashes and off sand when not filming.*
- **Use of 4-wheel drive vehicles on the beach are approved for equipment transporting only. No joy riding on vehicles on the beach at any time. Vehicle speed is limited to 5 mph at all time.**
- **NO DRIVING SCENES ALLOWED ON SAND**
- Digging holes less than five (5) feet deep must be approved by Beaches & Harbors and indicated on the permit. Holes deeper than five (5) feet will require Cal Osha approval (213) 576-7641 with written approval to Beaches & Harbors.
- If use of maintenance or lifeguard personnel is required, it must be reflected on the permit and call times indicated. ***Lifeguards require 24 hour notice to be hired with a 4 hour minimum requirement. Maintenance also requires 24 hour notice to be hired.*** *A County Lifeguard is required for any filming that occurs on a beach or parking lot after hours (2200-0600 hrs). There is a 4 hour minimum and an additional 8 hours for all after hours filming.*
- Tent use must be indicated on permit. *No staking into parking lot. Sandbags must be used.*
- **NO FILMING, PARKING OR STAGING IN RED CUL DE SAC AREA.**
- **No admittance to parking lots prior to 7:00 a.m.**
- **Parking lot closes at dusk. PCI attendant required after hours.**
- **Dual permit required with the City of Malibu**
- **For Automobile commercials: The filming allowed under this permit shall not include promotional material, which implies endorsement by Department of Beaches & Harbors, nor can it depict identifiable Beach features or structures, which convey that implication.**

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PARKING LOT GUIDELINES
FOR THE USE OF COUNTY PARKING LOTS
OPERATED BY PARKING MANAGEMENT COMPANY

- **THE PRODUCTION COMPANY IS PROHIBITED FROM PARKING IN DISABLED PARKING SPACES, SHORT-TERM METERED OR BLOCK ANY PAY STATIONS AT ANYTIME (NO EXCEPTIONS).**

- The production company may not block public or emergency access or park vehicles in any front row adjacent to local businesses at Venice Beach at any time (see parking lot maps).

- A walk through is to be conducted after the production company has parked all of its vehicles. This walk through is to be done by the location manager (or designated representative) and a parking contractor supervisor to determine the exact number of spaces being utilized and that number is called into the parking contractor's office. The location manager must make arrangements to meet again with the parking contractor supervisor at a designated time to confirm spaces prior to vacating the parking lot and again that number is called into the parking contractor's office.

- The production company will be invoiced for any additional spaces occupied by cast/crew members' cars, equipment vehicles and coned-off spaces.

- Production companies wanting to use parking spaces at one of the parking contractor operated parking lots on the beach or in the Marina del Rey area must contact the parking contractor directly (310.821.1081) and speak with office management. Normal business hours are Monday through Friday, 8am to 5pm.

- Parking fees are **not** included on film permits. A film permit number must be provided to the parking contractor and the contractor will provide the production company **estimated charges** for the use of the parking lot(s). Payment arrangements must be made with the parking contractor directly at least one business day prior (and before 4pm) for the use of the parking lot(s).

- Cancellations of a parking contract must be done at least one day prior. Refunds will be given within ten to twelve weeks.

- A parking contract does not constitute a film permit.

FilmLA 3/24/2010

NO PERMIT

To JOHN
From PATRICK REGNOSO

Appointment of Film Permits Unlimited, Inc.
As Authorized Agent and representative

I certify that I am a representative of DNA ("Principal") and am authorized to enter into binding contractual agreements on it's behalf. I further certify that I am authorizes by Principal to appoint other representatives and agents for Principal and to give such representatives and agents authority to enter into and bind Principal to agreements relating to the issuance of and compliance with location film (e.g. theatrical, television, commercial and other motion picture filming) and still photographic permits, including the permits themselves and any riders to such permits. Acting on behalf of Principal in my capacity as its authorized representative, I appoint Film Permits Unlimited, Inc. and it's employees and agents ("FPU") as Principal's authorized representatives and agents to apply for location film (e.g. theatrical, television, commercial and other motion picture filming) and still photographic permits on behalf of Principal through Film LA, Inc., any city and county, or through any other jurisdiction: to negotiate, discuss, accept, modify, agree to and bind Principal to the terms and conditions of such permits (including all restrictions and /or community guidelines applicable to any such permit): and to execute such permits on behalf of Principal. Principal understands, acknowledges and agrees that it (and/or its insurer) remains responsible and liable for all obligations imposed by or incidental to any permit or rider issued to Principal signed by an employee or agent of (including any coordinator, runner or messenger used by) FPU. Principal further agrees to comply with the terms and conditions of any such permits and hereby appoints FPU as an authorized representative to facilitate compliance with such terms and conditions following issuance of any such permits and to enter into agreements for Principal with respect thereto. Any person, agency, entity, or organization (including Film LA, Inc. and any city county or other jurisdiction) may rely upon this appointment and need not obtain further authorization for any act described herein. An original or faxed copy of this appointment shall be sufficient, and may be treated as an original for all purposes. The appointment may be revoked by Principal at any time in writing, but in any case, shall expire one (1) year from the date of execution set forth below.

I declare under penalty of perjury under the laws of the State of California that I am authorized to appoint FPU as agent for Principal, and based upon that authority I hereby appoint FPU as Principal's agent as set forth herein.

Dated: 7/26/10

DNA
Name of Principal

By:
Representative's Signature

PATRICK REGNOSO
Print Representative's Name

LOCATION MGR.
Representative's title

6535 SANTA MONICA
LA CA - 90028
Principal's Address

C: 818 606-3011
Principal's Telephone

Film Permits Unlimited, Inc.
Phone (818) 347-9929
Fax (818) 347-9784

Please sign and fax back
Principal = Name of Company

NO PERMIT